

THE

QUILL

A MAGAZINE FOR JOURNALISTS



November, 1953

CHRISTMAS IMAGINATION IN SUMMER HEAT

Household magazine is planned six months ahead. These editors judged Yule color photographs when there was no snow in Kansas. See page 12.

30 Cents



"FILL 'ER UP"—SOVIET STYLE. Rare photograph shows Russian driver filling own gasoline tank at one of Moscow's 5 "service" stations. Station

attendant offers no service — just collects rationing coupons. Sign on state-owned station doesn't announce a brand of gasoline. It just says: No Smoking.

THIS IS A MOSCOW "SERVICE" STATION

**Unretouched Pictures Show Conditions
Motorists Face Today In Russia**



From behind the Iron Curtain come recent photographs of a typical Moscow "service" station showing what the Russian motorist is up against.

American editors who recently visited Russia report that even the fortunate few who *do* own cars have serious motoring problems. (Only 1 out of every 3,000 Russian families owns a car, while America has more cars than there are families.)

At the few filling stations service is non-existent—gasoline is rationed. Black market gasoline costs \$1.00 a gallon. Travel outside cities is almost impossible if you aren't a party official.

Conditions like these are what you can expect under a system where all industry is controlled by the State and where there is no competition for the motorist's business.

It's far different over here! Americans are used to having many independent service station operators compete for their business by offering them the world's finest oil products at reasonable prices. U. S. gasoline today, for instance, costs about the same as gasoline did in 1925—only the taxes are higher.

This contrast between conditions here and in Russia shows once again how important it is to all of us that America's system of privately-managed industry be continued.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y.

← **ANOTHER VIEW OF** same "service" station shows Russian motorist's daily problems. Car in foreground has broken down — owner usually must fix it himself. With only 5 filling stations for Moscow's 5 million inhabitants, cars must wait in line.

Bylines in This Issue

AFTER traveling a route from the newsroom to the church altar and back again, **John T. Stewart**, editor of the St. Louis *Post-Dispatch* church page, has some pertinent observations on the journalistic aspects of religion in "By-Pass Pastor for Church News" (page 7). Stewart started newspapering in 1915 as news editor of the DuQuoin (Mo.) *Evening Call* and joined the staff of the old St. Louis *Star* the following year as a rewrite man.

He left the *Star* after a few years to enroll at Harvard University Seminary in Cambridge, Mass., and was graduated in 1926. After being ordained, he was pastor of the First Congregational Church in Bonne Terre, Mo., for 15 years before resigning his pastorate in 1941 to become area director of the Farm Security Administration in Southeast Missouri.

He left that post after two years to return to the *Star-Times* as rewrite man, and in 1945 he became church editor. In July, 1951, he joined the *Post-Dispatch* to launch that newspaper's first organized church page.

SHOWN on the cover of this issue, selecting Christmas issue pictures in summer temperatures at Topeka, Kan., are Pat Kollings, home-furnishings editor, Bob Lofgren (center), art editor, and Theodore Kimble, managing editor, *Household Magazine*.

C. E. TOWNSEND, author of "Suburban Journalism With a Difference" (page 10), started newspaper work as a cub reporter for the Granite City (Ill.) *Press-Record* when a high school senior, in 1927. He is at least one newspaperman who got the job on his experience on the high school paper, and he has stuck to it ever since. He leased the newspaper from E. E. Campbell in 1944 and bought it in 1947.

He tells some of the problems of editing a newspaper for four industrial suburbs in the "shadow" of two metropolitan dailies.

Townsend serves as director and vice president of the Tri-Cities Chamber of Commerce, is a member of the Community Chest board of governors, chairman of the Madison County Planning Committee, and a member of the Illinois Missouri Bi-state Commission and the expansion committee of the Metropolitan Plan Association, as well as the Illinois Press and National Editorial Associations.

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AS a feature writer for the *Everyday Magazine* of the St. Louis *Post-Dispatch*, **Clarissa Start Davidson**, above, author of "A Word to the



Wives" (page 1, SDX News), interviews persons of high, low, and no degree. Her own came from the University of Missouri in 1936. She spent enough time in the advertising field to serve as president of the Women's Advertising Club of St. Louis, and joined the P-D staff in 1938. She is the wife of E. Gary Davidson, a Missouri state senator, the mother of a 2-year-old son, Bruce, and lives in suburban Shrewsbury.

ALBERT ROLAND, author of "Remodeling a Magazine Takes Thought and Work" (page 12), is an example of successful journalistic transplantation. Born in Pinerolo (Torino), Italy, he studied at the Universities of Rome and Turin and came to the United States in 1947 at age 22. After garnering an A.B. de-

gree from Bethel College (Newton, Kan.) and an M.A. (in English) from the University of Kansas, he joined Capper Publications at Topeka in June, 1951.

Editorial work is not new to him. Now an assistant editor of *Household*, he was editor of *Trend* and *Upstream* (a review of humanities and politics) while at the University of Kansas.

Roland likes his work, his adopted country—and writing about *Household*! He married a Kansas girl.

IN "How About Us, Professor?" (page 11), **Bill Merry** points out that while the job may win no Pulitzer Prizes, there are advantages—and they are not all financial—to editing house organs, trade journals and similar publications in the public relations domain of journalism.

Bill is associate editor of the *Washington Motorist*, published monthly by the Automobile Club of that scenic northwestern state. He is also assistant to the club's director of public relations.

He was graduated in journalism from the University of Washington in 1951 after service as a Marine on Saipan, Okinawa and Kyushu.

WHAT do sports editors expect of a college publicity man when autumn rolls around and on through the academic year? **Tom Pastorius** of Ohio Wesleyan University questioned some of the leading ones of the country and records their answers in "Sports Editors Value Simpler Virtues in College Publicists—and Plenty of 'em" (page 8).

Tom writes from six years experience in handling sports and other public relations at the big small college at Delaware, Ohio. For the last year he has been vice president for athletics of the American College Public Relations Association. He went to work for Ohio Wesleyan in 1947, after a brief period with the *International News Service* in its Cleveland bureau.

His experience around college campuses is quite a long one now because his study of journalism was interrupted by nearly four years of World War II. He started journalism at Ohio State University in 1938 and was graduated nine years later, after European service with the 502d Parachute Regiment.

At Ohio State he was sports editor of the *Lantern*. He is now working for his master's degree at the State University of Iowa. This fall he is also covering Ohio college sports for the *Columbus Citizen*, "to see how the other half lives."

PLEASE REPORT ANY CHANGE OF ADDRESS DIRECT TO OUR BUSINESS OFFICE RATHER THAN TO THE POST OFFICE. A request for change of address must reach us not later than the first week of month preceding month of issue with which change is to take effect. Duplicate copies cannot be sent to replace those undelivered through failure to send such advance notice. With new address send also the old one, enclosing if possible your address label from a recent copy. Unless extra postage is provided, Post Office will not forward copies to your new address.



LIVE ITEMS FROM OUR MORGUE

**The most
migratory bird
in the world!**



**An average of 29 million Americans
move every year...most of them by TRUCK!**



Americans are the most restless people on the face of the earth! Millions changed their residence in the war years. U. S. census reports show that in every year since 1947 an average of 29 million* Americans have begun the year in one house and ended it in a different one!

This movement means the shifting, far or near, of millions of families, with every-

thing they treasure—pitchers to pianos. And moving means movers, and their motor vans, the "magic carpets" from here to there, anytime.

The reasonable cost, good service, and direct delivery of motor carriers, plus the careful handling belongings will get, mean people are less tied down to one job, one spot, than ever before! The moving van is just one more symbol of the indispensable service that all the trucking industry provides every day.

Walter F. Cleary

Chairman
American Trucking Associations

*Source: Bureau of the Census, U. S. Dept. of Commerce;
Current Population Reports—Series P-20.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D.C.

THE QUILL for November, 1953

THE QUILL

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Casually Yours

THE provocative title, "You, Too, Can Write the Casual Style," caught my eye on the cover of the October *Harper's Magazine*. I picked up a copy from the railway news stand and continued my way toward vacation. I anticipated a delicate irony of content from this caption much as one might taste in advance the grapiness of a wine from a label that combined such a year as 1947 with the bottling of a good vineyard.

I was not disappointed. The article, by William H. Whyte Jr., should entertain, as well as instruct, most people who write for newspapers and magazines of fact and opinion. It may not be of so much value to radio and television newsmen who have had to develop styles to fit their mediums, although I am quite sure I have heard the Casual Style (caps Mr. Whyte's) over the air.

The article should especially interest the man who writes in the first person singular or the one who is compelled to do his literary frolicking, somewhat more ponderously, harnessed in tandem with the editorial we. I promptly discovered that as an editorial writer I have been a frequent practitioner of the Casual Style. Just why is a matter Mr. Whyte leaves to my conscience.

His purpose was not to pass judgment on casual stylists. He was merely explaining to *Harper's* readers how they, too, can write this way. He contented himself with the dry observation that, "Generally speaking, the more uneventful (the subject matter) is, or the more pallid the writer's reaction to it, the better do form and content marry."

MR. WHYTE, who is assistant managing editor of *Fortune* by trade, approached the anatomy of the Casual Style in a descriptive manner that is anything but casual. He did so by noting a dozen clinical aspects of this literary ailment (if it is an ailment) much as one of the pioneer diagnosticians might have first described one of the classical diseases without attempting to dogmatize on cause or cure.

First among these symptoms is the "Heightened Understatement." This includes not only the *somewhats* and *rathers* which most of us use as shock absorbers along the rough road to truth. There are refinements. Where a blunter soul would say, "I don't like it," or opine that something "is not good," the casual stylist would hazard a guess that it is "*something less than good*."

Any experienced writer could multiply this example endlessly. In one recent clipping of my own prose I discovered such verbiage as "*should not unduly alarm*," "*comes as no great surprise*," and a mysterious inability on my part "*to be very confident*." I may be doing my-

self a slight injustice by taking these out of context. I was trying to be light about a slippery subject, the shortcomings of toothpaste. But the evidence was there.

Some of Mr. Whyte's more delightful symptoms are minor ones and I do not want to do him and *Harper's* the injustice of repeating all of them. The "Deciphered Notes Device; or Cute-Things-I-Have-Said" and "The Subject-Apologizer, or Pardon-Me-for-Living" will do for a couple of teasers. Look up your own evidences of obscurantism.

After the heightened understatement Mr. Whyte listed, as a second major device of the Casual Style, "The Multiple Hedge." "Set up an ostensibly strong statement," he recommended, "and then, with your qualifiers, shoot a series of alternately negative and positive charges into the sentence until finally you neutralize the whole thing."

I am also, I fear (single hedge), a multiple hedger. But much as I might like to do so when I next want to suggest that some politician is a thief and a numbskull without flatly saying so, I cannot do it by such a wordy device as neutralizing a single sentence with alternately negative and positive charges. My editors are biased in favor of short sentences and not too many of those. I work in a newspaper town where a night city editor achieved minor immortality, long before Dr. Flesch, by demanding "half a paragraph."

BUT the heightened understatement and even the multiple hedge are still possible when the period has to be one's favorite typewriter key. It can be done without commas. Consider of course, at the beginning of a sentence, or *naturally* anywhere along the phraseology. Last week I wrote, "Of course this idea can be reversed . . ." Rereading the piece I see that I did this because I had backed into my subject, if any.

Such a phrase or such a word is useful to cheer a writer when he is not too sure he is right, or worse, not sure people will consider him right, or worse still, suspects that they won't give a hoot whether he is right or wrong. Some professional instinct tells me readers won't squawk if I slip in an *of course* and a *naturally*.

By such a multiple hedge—these words also have a suggestion of heightened understatement, like the "faint flavor of truffles" connoisseurs profess to nose out in certain wines—I have stacked the deck against the reader. I have established an assumption that practically everybody agrees with me already.

All of which is *pretty* slick of me. "Pretty" is such an outwardly self-deprecating adverb when used this way. *Of course* it really means that I am damned slick. But under Casual Style ground rules nobody can pin such an egotistical assurance as "damned" on me. *Naturally*.

CARL R. KESLER

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FINANCIAL EDITOR SCREAMS FOR HELP

Reproduced below in digest form is a vigorous memo written by a Financial Editor to his Boss on a large Metropolitan newspaper.

His plight is typical of that of many financial editors who are limited to routine reports and handouts.



INTEROFFICE MEMO FROM FINANCIAL EDITOR

THE ~~URGENT~~ ~~MEMO~~

TO: ~~John J. Brown~~ Editor

I examined the file of the Dow-Jones News Service for Wednesday, and would like to bring to your attention some of the things which can be accomplished if this coverage is to be available to the Financial Department:

It will provide additional top news stories for the financial section which are actually needed under present conditions; i.e., there are times when we are not getting anything on the wires but the most routine reports. We find better stuff in mail handouts.

From the standpoint of competition, we need more coverage on commodities. We have to get these quotations from left-over . . . copy at the present time and hardly a day goes by that something is not missing. Hence, we never carry precisely the same quotations from one day to the next.

The D. J. wire would supplement our dividend and earnings statements. It would also provide more current data on matters that the present wires wrap up in week-end summaries, generally after financial circles have discounted such developments.

There is one other advantage that offers possible benefits . . . We have a six o'clock deadline. This means that without going to a broker's office, I cannot make any plans for the next day's edition until late in the afternoon.

If we look at the Dow-Jones wire after 8 a. m., we will have a good idea by noon what we will have to work with in putting together the paper for the following day; what stories should be developed locally in connection with the national news, etc. At the present time we get telephone calls in the morning regarding financial developments which the financial department knows nothing about until 3 or 4 o'clock in the afternoon.

Many newspapers in the United States and Canada, both AM's and PM's, are getting two-fold benefits by subscribing to the Dow-Jones business and financial news ticker. First, with this news they serve their readers better; second, the business office benefits because advertising representatives can regularly point to this news coverage to influence important advertisers and their agencies. Wire or write now for the interesting information. Dow Jones & Company, Ticker Sales Department, 44 Broad Street, New York 4. Also Philadelphia 3, Chicago 6, San Francisco 8, Montreal 1, Toronto.

(Advertisement)



City desk interest doesn't mean a religious revival, says veteran church news reporter in suggesting that you

By-Pass Pastor for News

By JOHN T. STEWART

RELIGION has become big news in the last ten years. I have watched it grow. Newspapers and magazines and national press services give religion and the churches many times as much space as they used to give. Radio has played up church services ever since broadcasting began, and now television gives over many programs to religion. Religious movies are made every day.

It was not always thus. My first assignment to cover news of the churches was given me by Managing Editor Frank Taylor on the old St. Louis *Star* back in 1917. Religious news was considered a job for cub reporters, like rewriting handouts.

One of my first church gatherings turned out so dramatically that I made news myself. I was on the unfortunate end of a holdup after covering a big city church dinner at the old Lafayette Park Presbyterian Church on Missouri avenue, opposite the park. (This church, which served the carriage trade at the turn of the century, has been out of business for a generation). I had nearly reached Park avenue when a couple of young gunmen appeared and robbed me of 65 cents and my house key. My salary was \$15 a week and I had a wife and baby, so 65 cents was not to be sneezed at.

I went to a drug store at Park and Jefferson and reported the holdup. Half an hour later an aged desk-duty policeman arrived by streetcar. While I was relating my experience to the deaf officer, the two bandits raced past afoot and disappeared down Park. My policeman was too feeble to give pursuit.

Another half-hour passed, and an eager young plain-clothesman appeared. He and I searched every saloon on Chouteau avenue between Jefferson and Broadway. Then I went home. Luck has been better since.

I have covered national church meetings where there were more than 100 reporters and correspondents and nearly half as many photographers, radio and movie men. The Religious Newswriters' Association is a big national outfit including church editors

in nearly every major city. Its president is George Dugan, religion editor of the *New York Times*. The Catholic Press Association is another national group.

Perhaps the brightest star in our church editors' firmament is James O. Supple. Jim was the church editor of the *Chicago Sun-Times* and a Catholic layman who has won top Protestant press awards. Church reporting grew tame for Jim, so he asked his managing editor to send him to report the Korean War. He was killed en route by plane. The Supple Memorial Award for "excellence in religious journalism" is a project of RNA. The first award, for 1952, went to Marilyn Gilbertson, then the very young church editor of the *Republican-Herald*, Winona, Minn. Marilyn now is writing religious news from California.

CHURCH pages would make better reading if preachers would deputize lay people to feed us newsworthy stuff. The bane of a church editor's life is the pressure from churches and pastors to reduce our limited space to the dreary level of a bulletin board. Nine out of ten stories submitted by a church ought to concern organizations and members of the church rather than the preacher.

Sermon topics don't make news. For that matter, sermons don't make news, either, unless they are heard by the President. I ought to know; I wrote and read a sermon myself every week for twenty-five years.

The most interesting stories I get for my page come from women, Protestant, Catholic, and Jewish. Men's meetings generally are stuffy and pompous. I have noticed that speakers at men's conventions are making the same speeches they made when I first started going to such meetings forty years ago. There are too many old men like me in all of our church organizations.

Women's meetings and women's church work deal with live subjects—like children, for example—and they are not cut and dried. Perhaps the reason for this superiority is that women get more pleasure out of



John T. Stewart combines ministerial experience with editing the St. Louis *Post-Dispatch* church page.

church work than men get. Maybe it is because they have more time to devote to the church.

I can't editorialize on my St. Louis *Post-Dispatch* church page but I can risk it here. . . . Does all this big play of religion as news mean that the American people are more religious than they used to be? I doubt it. I don't see any great religious revival, and I'm in position to see it if and when it appears.

One reason for more church news is that the churches themselves have turned on the heat. Every denomination of any size maintains public relations and press offices; they have moved in on Hollywood, New York and Washington. A church editor must do his work under this constant pressure arising from the struggle for public notice and favor. Sometimes the jealousy over space given is almost fantastic. I have myself, within a single hour, been denounced for being pro-Catholic and anti-Catholic, pro-Protestant and anti-Protestant.

THE effect of this rivalry is not pure gain, whatever the number of converts or the church treasurers' books may show. A good deal of ill will is being generated between faiths. We are not showing as much tolerance as we used to show. Protestants and Catholics no longer co-operate in their communities as they used to do.

Religious faith—belief in the fatherhood of God and the brotherhood of man—ought to be a binding force in community and national life. But the history of sectarianism, on the other hand, is melancholy reading.

*Will the star halfback play in next Saturday's game or won't he?
Accuracy and honesty sound old-fashioned but a survey shows that*

Sports Editors Value Simpler Virtues In College Publicists—and Plenty of 'Em

By TOM PASTORIUS

THE modern-day college sports publicist must travel a four-lane highway in carrying out his chief function of supplying press, radio and television with information about his school's athletic program.

But this highway is not the broad expanse of a modern-day turnpike. It is not unlike the old-time narrow gauge railway or the all-time straight and narrow path.

The four lanes or standards are honesty, accuracy, fairness, and efficiency. Continuous abuse or neglect of any one of these guideposts and the athletic public relations man might just as well turn in his typewriter.

There might be some argument about whether the sports publicist's chief reason-to-be is to dig out and disseminate news about his institution's sports activity. In an attempt to get a basis for this assumption I sent out a return-postcard type query to fifty sports editors throughout the country.

The survey was made at the height of the summer's heat and the vacation fever. There was little hope of getting 100 per cent return to my question: "What in your experience and situation is the most important function of a college sports publicist?"

There were fourteen answers within ten days but they were from leading newspapers. A few will probably come in after football season. Others undoubtedly followed the course of quite a bit of sports publicity and ended up in the wastebasket. All but one of the replies mentioned the news service function as the most important or in conjunction with two or three other important jobs.

J. Roy Stockton, of the St. Louis *Post-Dispatch*, summed up the quandary the query put most of them in with this conclusion:

"...There are so many ways publicists can serve that picking any one function as most important is most difficult."

The Chicago *Tribune's* sports promoter deluxe, Arch Ward, replied in one to-the-point sentence:

"The most important function of a

college sports publicist is to provide information to the press quickly and accurately."

The returns came from every geographic sector of the country. Criticism and commendations to college sports publicists were mingled with the comments. The replies helped support not only the chief function thesis but also the four cardinal principles, which coming out of Washington, D. C., would be simply HAFE.

Honesty (or rather the lack of it) is a characteristic that has done more to hurt the business (or profession) of a publicist than any one other. Once this principle is subjugated or forgotten anything else the publicist does is nothing.

An injury to a triple-threat back pops up before a big game, and the sports publicist in some situations is directed or expected to suppress that information for fear the opponent might gain some advantage if the knowledge leaked out. Similarly, if a star athlete recovers from an injury before it is generally believed he would, that also must not get out or

the other team will rearrange its defense.

The joker in this deck is that the powers-that-be (often the SPD is too low on the college's organizational totem pole to argue) cannot put an iron curtain, or even a canvas one, around the college campus. They can't do this even when the college is located at a whistle stop and the only representative of the press is the sports publicist.

So the publicist pulls the covers up over his head at night, shaves without looking in the mirror, and prays that Saturday will hurry up and come. Quite often the hoax works. Or does it?

The press and public invade the peaceful village come Saturday, mumbling too bad Jumpin' Joe isn't going to play or it's going to be wonderful watching Juggernaut John jar the line. And when Joe does play or John doesn't, no one can blame the Fourth Estate and John Q. if they become more than a little miffed at being hoodwinked.

Tom Pastorius of Ohio Wesleyan University has just been vice-president for athletics of the American College Public Relations Association.



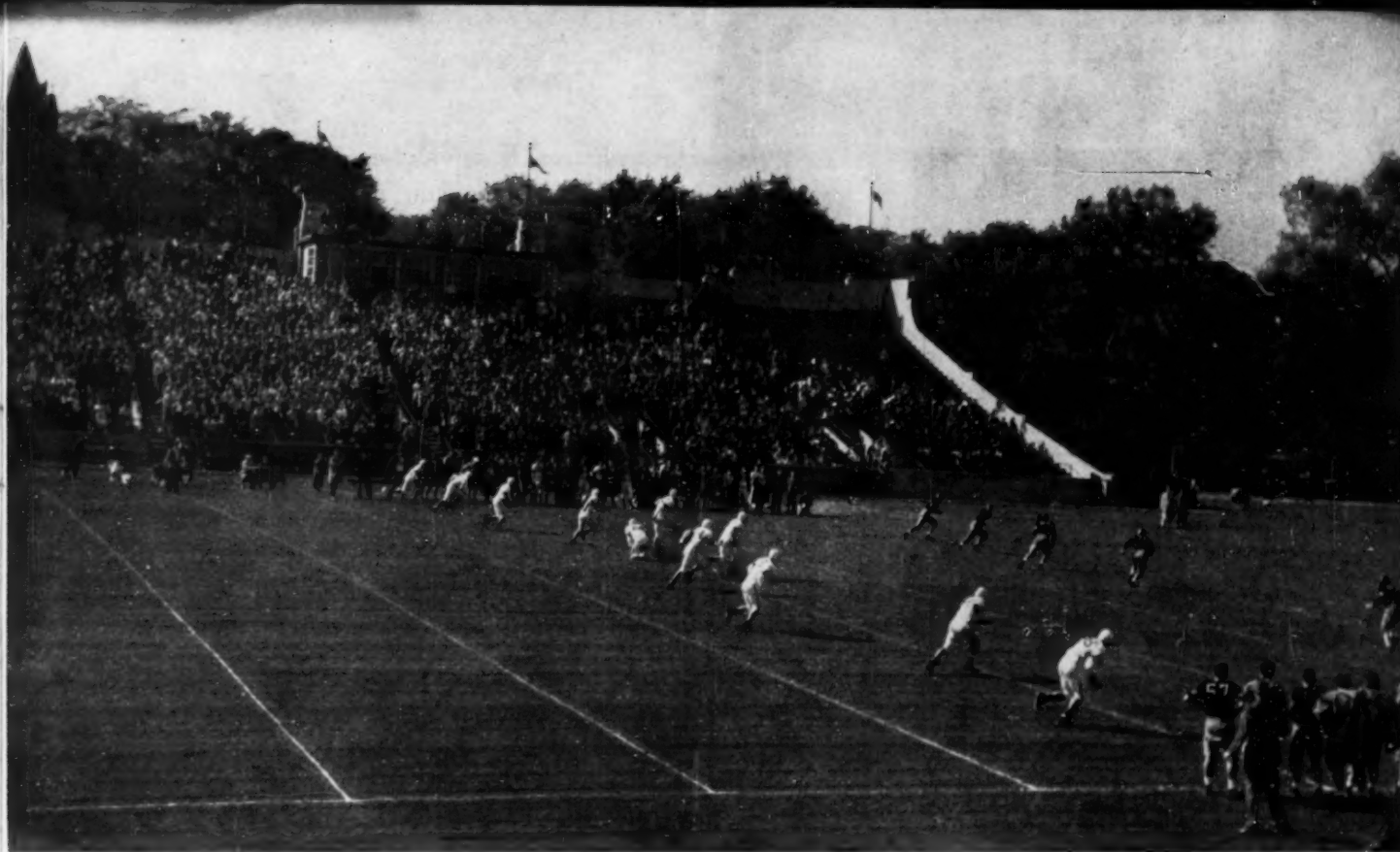
SEC TAYLOR, of the Des Moines *Register*, brought out this point in his first of four principle functions of a college sports publicist. He wrote:

"To send brief, truthful stories, devoid of propaganda, not trying to win contests through newspapers by means of false injury reports."

This slant is given by Bus Ham, of the *Washington Post*:

"One of the finest things the publicist can do is to protect his friends on the press when something special bobs up. They expect him to do the routine job well. They hope he will be on the alert when the coach gets fired, the president quits, or a football scandal breaks. Give it to them straight and fast. They'll appreciate it and be fair. Too many publicists try to protect individuals and the school when unfavorable things happen. They always come out anyway, and his job is to report developments honestly."

An educational function of the publicist in this category of honesty is



Ohio Wesleyan University kicks off on the Delaware, Ohio, college's Selby Field. This climaxes work by the sports publicity man as well as by coaches and players. The press box in the west stand shown here accommodates seventy-five.

mentioned by Paul Zimmerman, of the Los Angeles *Times*. He typed:

"The college sports publicity man is the liaison between his coach, players and school and the writers who, actually, represent the public interested in the school's sports program.

"As such his duties are to see that the coach and players are properly advised as to their rights and responsibilities in contact with the press. . . ."

Chauncey Durden, of the Richmond *Times-Dispatch*, puts this third on his list of functions: "...to 'take care' of coaches and players in unusual situations."

That "take care" term is quite appropriate in this category. An honest approach wins more friends for the employer of a public relations man than any one other thing he does.

Accuracy should be the prime objective of every journalist. It has been harped on so frequently that many of us have calloused ear drums. But this is much better than having callouses on our feet from looking for another job.

In this article, accuracy is distinguished from honesty in that an inaccurate statement is unintentional whereas, a dishonest report (or no report) is not. An accurate story is much more work than an inaccurate one and for this reason, probably, inaccuracy is excused often by news-

gatherers. "We all make mistakes" is a generous rationalization.

BUT it should not afford the sports publicist any feeling of security no matter how tough an accurate story might be to get. I know of a sports publicist who called, at his own expense, to correct what might be termed a minor mistake in one of his game reports. The sports writer at the other end of the line half laughed and half sneered into the publicist's ear-piece, "Why in hell did you bother us with that?"

The publicist, I think you'll agree, got in the clincher. He replied, "Simply because the former story was not accurate," and hung up.

A few sports editors who failed to mention or imply accuracy in releases, I'm sure, felt it was too obvious to mention. But the sports publicist had better not take accuracy for granted.

Lew Byer, of the Columbus *Citizen*, emphasizes the third standard of a sports publicist's output with: "Maintaining good will of the press, radio and T-V and keeping them supplied with vital information. . . ."

Good will has an awful lot to do with fairness as well as honesty. By fairness I mean simply treating news outlets fairly. And it isn't nearly so simple as it sounds.

Many sports publicists keep a box-score type chart to make sure that they are giving AM's and PM's, radio and T-V a fair shake on release times, features and exclusives. This is a good gimmick.

A number of publicists, following a human trait, give the news breaks to the guys who give them the breaks on space or "favorable" copy. This has some validity, but the publicist is being unfair with the news mediums, with the public, with his employer, and with himself. He'll wake up some fall morning with his good "friend," the sports-writer, gone to greener grasses, leaving the sports publicist with some good feature begging for dissemination.

The final guidepost, efficiency, covers a multitude of little, but oh so important, things. The best illustration I can think of concerns a sports publicist who got chewed out by a sports writer for "clogging my wastebasket" with reams of copy. Whereupon the publicist sent an out-sized wastebasket to the critical writer. The new circular file barely cleared the editorial room door as it was lugged in.

That, admittedly, was a good gag, but it wasn't a solution.

Now this guy's copy may have been honest, accurate, and distributed with
(Turn to page 14)



C. E. (Corky) Townsend edits the bi-weekly Granite City (Ill.) *Press-Record* for industrial suburbs in the shadow of St. Louis' skyline.

PUBLISHING a newspaper in one of the suburbs of a metropolitan area, not only within the proverbial shadow but right under the very noses of two large dailies, is stimulating and, we've found, rewarding. While we carry no wire service and are in no sense actual competitors of the dailies, we do have to compete on all major local stories, pictorially as well as on news, and the quality of our coverage must compare favorably with that of our big city brothers.

If it didn't, we'd soon hear from our readers. And that's another aspect of the small newspaper: we are not only handy to all our critics but in a good many instances we are acquainted with them—even as their neighbor or friend.

The Granite City (Ill.) *Press-Record* is a semi-weekly (Monday and Thursday) newspaper of 13,350 circulation serving the Quad-Cities of Venice, Madison, Granite City and Mitchell. Population of this industrial area is 50,000 and the four contiguous cities parallel the east bank of the Mississippi river, barely eight miles or fifteen minutes across the river from downtown St. Louis. Annual payrolls are in excess of \$80 million.

Proximity to St. Louis, our heavy industrialization and the sizable number of daily commuters in and out of here are responsible for the sometimes bewildering mixture of cosmopolitanism and rural neighborliness that exists. This helps set the pattern (if there is such a thing in newspapering) for the *Press-Record*.

When your semi-weekly serves four industrial satellites in the metropolitan orbit of two great dailies, you're hardly a country editor. But local news is still vital even in

Suburban Journalism With a Difference

By C. E. TOWNSEND

Local news is our bread and butter, with strong emphasis on names, the personal type of item, and on public affairs, coupled with the generous use of community pictures which average nearly two pages a week. There is not much chance of being neutral or impersonal on important community issues, a fact which not infrequently catapults the *Press-Record* into the center of a lively controversy or else puts the newspaper in the role of supporter—or leader—of a civic undertaking.

In twenty-six years with the *Press-Record*, from cub reporter to editor, my greatest satisfaction has come from participating with fellow citizens in community service work. I have almost come to believe that it is essential to live in a smaller city to really experience the full stimulus of this cooperation. All of us on the staff feel a personal obligation to devote time to civic responsibilities.

While we join in Community Chest and other local fund campaigns each year, we point with special pride to several successful postwar projects in which the *Press-Record* and its staffers took a leading role:

(1) Annexation of Nameoki (population 5,000) by Granite City (population 25,000) in 1950, later upheld by the Illinois Supreme Court, thus paving the way for a Nameoki sewer system and other municipal improvements now in the hopper.

(2) Unification of seven contiguous school districts, some one-room, in 1951, for improved efficiency, better curriculum and lower costs. This was followed in 1953 by 16-to-1 voter approval of a \$3,840,000 program.

(3) Free sodium fluoride treatments in all public and parochial schools, the largest topical application program of this dental advance.

It also is a source of great pride to me to have been one of the original ten members of the Illinois-Missouri Bi-State Commission which turned back unspent over half of \$50,000 ap-

propriated by the two states for its use in creating the metropolitan Bi-State Development Agency. The agency is now building a multi-million dollar harbor at Granite City.

From a news standpoint, the Quad-Cities probably have been the source of more sensational copy than most communities of comparable size due to proximity to a metropolis, the divergent individual backgrounds of industrial workers, and huge payrolls. Drawn to the nearby big city, underworld characters dodge in and out, organized gambling and vice spring up intermittently, and during the prohibition era there were gang wars and multiple slayings. The lure of the rackets and easy money still threatens, though switched from bootleg booze and slot machine to vice and gambling, with a little "genteel" grafting thrown in.

The editorial policy of the *Press-Record* is not crusading but it is hard hitting, when necessary. At this writing there is an abortive "news blackout" against the *Press-Record* by one city administration as the result of a prostitute's story of policy payoffs.

AN editorial attack also is in full swing against gangster-controlled gambling at the fringe of our community and the law enforcement officials who permit it.

All of this is fairly typical of a suburban newspaper, but how I became owner of the *Press-Record* probably has no parallel. The former owner, E. E. Campbell, now retired in Kirkwood, Mo., not only sold it to me without security, but also gave me enough money for expenses until I could get on my feet. The debt has since been paid off and the *Press-Record* today is one of the best-equipped small newspaper plants in Southern Illinois.

Yes, sir-e-e, publishing a suburban newspaper is "stimulating" and, we've found, "rewarding" as we observe the 50th anniversary of the *Press-Record*.

This young journalism graduate expects no prizes or medals. But he has fun editing a state motor club journal and he boasts the best-behaved ulcers in printer's ink. This moves him to inquire

How About Us, Professor?

By **BILL MERRY**

YOU are about to be assailed by a conglomeration of opinions which are backed by something less than a lifetime of experience. They are inspired by something less than a wisdom-dripped condescension for the college kid who is hell-bent for a Pulitzer Prize.

In the two years that have passed since I made a lunge at a journalism degree, I have run across a couple of answers. They may not be the answers, but you have read this far and you might as well hang on.

About the fifth of every month, you'll find me pacing the floor in front of a printing press, awaiting the birth of a publication which hovers in the no-man's-land between newspaper and magazine. This hybrid affront to American journalism is the *Washington Motorist*, official publication of the Automobile Club of Washington, which enters the homes of 38,000 citizens of the Evergreen State. It is not a house organ in the strictest sense, but neither is it a purveyor of unexpurgated news.

Without exception, the public relations publication is the most maligned and underrated of all journalistic endeavors. My Alma Mater is one of a small number in the United States offering a concentrated course in public relations, and one of the few offering training in the production of house organs and trade journals.

In most universities, this fertile field is being overlooked by professors who are determined to cast their students in the mold of reporter, preferably on a country weekly 342 miles from Nowhere "to get the experience."

This practice works fine for the average journalism aspirant, but for the kid who realizes that "The Front Page" is fiction, the situation is tragic. This tragedy is worsened by exposure to professors who picture journalism as a mysterious, difficult realm.

I am one of those smart-aleck journalism graduates who, having been deafened early in life by the roar of plummeting illusions, believes it is possible to put out a presentable publication without spending ten years

in the sticks, ten at the courthouse and ten on the copy desk. After graduation from college, I was rational enough to realize I couldn't expect to replace a managing editor, but egotistical enough to believe that writing obits for \$42.50 a week can be classified with coolie labor.

Despite the disorganized hysteria and oddball problems which distinguish the public relations publication (or house organ), I wouldn't trade my job for one on a metropolitan daily for all the by-lines in "Who's Who." The only thing better about a big city paper is its circulation.

Our publication is primarily a public relations instrument. It is aimed at internal goodwill among the membership. This is, in effect, external goodwill because we produce a monthly newssheet to keep the employees happy. The latter is our gossip sheet; the former we like to think of as the *New York Times* of motoring.

OUR basic publication problem is to inform our members about developments and events which have a personal relationship to their everyday life. We differ from most newspapers in the fact that our readers, though spread over more than half the state, are bound together by a specific mutual interest. This confines our content to our product—services to the motorist.

Attempts to find a "motoring peg" for stories are comparatively easy because tourism, highway development, traffic safety, and automotive trends present an unlimited field. This is not the case with all PR publications, however. Consider the plight of a house organ editor whose firm's only product is flatirons.

Because of the time element, our major task is to dig deeply for feature material which can be made to conform to newspaper format. Our straight news comes from AAA and auto club campaigns, legislative activities, and results of special research into the motoring and touring field.

The only important danger facing a house organ editor is an understand-



Bill Merry is associate editor of the *Washington Motorist*, organ of the Automobile Club of this scenic state.

able leaning toward horn-tooting. Our relatively unseasoned staff revels in its authority to decide when that leaning approaches the horizontal—an authority enjoyed by a select few on a city daily. We have no garrulous I've-Been-Through-The-Mill-And-Dammit-You'll-Never-Split-An-Infinite editor or publisher to spank our little bottom or slice our little paycheck. It is this complete freedom of action and expression that appeals to the journalism graduate who has faith in his ability and judgment.

Though we lack the overt discipline of the city room, our stuff is pretty pure. We can point to ourselves to show that self discipline is almost as effective as a Little Caesar. Since we spend approximately one week a month filling eight or twelve tabloid-size pages, we have time to polish.

The journalism student who places high enough scholastically to have his choice of jobs would do well to investigate the advantages of a public relations publication. There is usually more money in it from the start, a great deal more freedom, and more satisfaction to the man willing to put forth the extra effort. This effort comes easily when you know your stuff will be printed, using the treatment you think best.

A few paragraphs ago, I mentioned that the field is fertile. To prove it, I need only point to the number of run-down house organs that cross my desk stamped "Exchange Copy." The editors of these still-births are pulling

(Turn to page 16)



Albert Roland is assistant editor of *Household*, home-service magazine published at Topeka, Kansas.

MAGAZINES are much like people. With the years, most of them get set in their ways. They settle down to a routine and keep at it month after month. When a well-established, mass-circulation magazine over fifty years old makes the bold decision to revamp its staff and editorial policies—and makes a good go of it—it's news.

That's the news at *Household* magazine. In a two-year span, it has been changed from a woman's magazine into a home-service book, read almost as thoroughly by men as by women. And it succeeded not only in holding its circulation level, but is actually upping it to two and a quarter million-plus.

How was it done, and why the change? Let's take a look at the changes the last decade has brought to the way of life of hometown America—the non-metropolitan communities where *Household* concentrates its circulation. Gone are the days when every stuck door called for a carpenter, every leaking faucet for a plumber, every paint job for a professional painter.

Week-end painters and fix-it devotees are at work throughout the land, making up for their lack of special training by enthusiasm, perseverance and help from how-to-do-it magazine articles. It's this desire to know "how" that sent the whole family (no longer mother only) to scanning the service magazines.

Once the decision to enter the home-service field was taken, Capper executives mapped out the campaign, and things started happening. The first step was hiring Robert P. Crossley to

Remodeling a Magazine Takes Thought and Work

Like people, periodicals get set in their ways. But the Capper Publications proved it could be done by studying their readers and enlisting good teamwork behind a practical editorial philosophy.

By ALBERT ROLAND

take over the editorship of *Household*. He brought to the magazine six years of experience as editor of the Denison (Iowa) *Review* and five more at *Better Homes and Gardens* as editor of the family life department—a department which he founded because of his belief that a home is much more than just a house.

"As I look back on it," says Crossley of his small-town newspaper experience, "I'm convinced that was my most valuable training. You work close to the people, find out what they're really like, what they do, what they're interested in. Besides, any newspaper background is excellent for magazine writing. It teaches you to work fast, to meet a deadline. It keeps you on the ball."

The first job, of course, was finding out what the magazine's audience was really like. Data from the Starch organization and Capper's own re-

search data were analyzed to pinpoint reader characteristics. The total picture began shaping up. Most of these two million-plus families owned their homes, and loved to better them; were confirmed gardeners; had two children; lived in small towns, and took an active part in community life. Most of the jobs around the house, it turned out, were taken care of by the readers themselves, and *Household* families were staunch believers in the virtues of home cooking.

ON the basis of these findings, the broad outlines of the magazine's new editorial policy were laid out. Home building, maintenance, and furnishings; food and equipment; gardening—these are the basic ingredients, with family life, travel, beauty and homemaking features rounding out this guide for better living. The accent is definitely on service. Solid,

JOE RATNER, associate editor of *The Quill*, will remember. The first flashy issue of *Flair* was just out. "I'll bet you ten bucks it won't go over unless they start running stuff people can get their teeth into," Robert P. Crossley told Ratner, then editor of *Better Homes & Gardens* and Crossley's boss. A year later, *Flair* folded. Ratner, usually a keen judge of magazines, was minus ten bucks.

Here, in his own words, are the main points of Crossley's philosophy of editing. It has been tested. It works.

I BELIEVE . . .

- in thinking first of the readers—who your readers are, how they live, what they do.
- in seeing that stories add up to something. Subject matter is the most important element of a good article.
- in excitement, showmanship, and controversy as valuable aids to (never substitutes for) strong subject matter.
- in using gimmicks to give a new twist to an old (but good) story.
- in being honest with your readers, and not burying your head (or theirs) in the sand.
- in moving a lot of people a little way rather than a few people a long way.
- in treating writers as valued counselors, and getting them to use their brains in your behalf.
- and, finally, that no one's writing is sacred. The best of it can stand editing.



One of Robert P. Crossley's achievements as editor of mass circulation magazines is high dual readership. Here the editorial director of *Household* and *Capper's Farmer* holds forth on his pet topic, Starch ratings in hand.

common-sense editorial content that tells how to do things, how to live better.

Goofy stuff was outlawed. No couple building with their own bare hands (and Dad's \$15,000) a l-o-v-e-l-y sea-shore cottage in Acapulco. No cut-your-food-bill tips like keep a cow in your backyard or raise lobsters in the bathtub. And no remodeling of windmills, lighthouses, and subway stations as the answer to high building costs.

The style? Well, deathless prose wasn't the goal. Clear and direct writing, rather—the kind that makes its point and stops. Wherever appropriate, pictures showing just how.

To get in *Household*, an article must pass a three-fold test: Will people read it? Can they do it? Will they do it? You needn't be a genius to write such an article—but you've got to own a hard head, keep your eyes and ears open, and have a feel for people, for the needs and interests of their everyday lives.

You needn't be a big-name author, either, to sell to *Household*. Remember, however, which magazine you're writing for. *New Yorker* writing won't do. The best *Life* or *New Republic* article won't do, either.

Content comes first, of course. Still, looks are very important to a magazine. And *Household's* looks were a little behind the times. A face-lifting job brought the publication up to date,

gave it a new punch, and heightened the reader interest.

The staff gave top priority to readability, and to making people want to keep looking through the magazine after they had first opened it. Rather than too many small pictures littering the page, fewer larger ones were used. When subject matter had lots of color potentialities, and couldn't be handled as well in black-and-white, color photography was introduced.

How-to content was now predominantly handled in picture-stories, showing the successive steps. Photos were never chosen for their prettiness, but for what they contributed to the story. And no "hand-outs" get in just because they're free. Every photo has to stand on its own, has to justify its being in the book.

THE make-up was given a lot of thought, too. Pick up any recent issue. You'll see how, page after page, the alternation of mainly-for-men and mainly-for-women articles insures continued reader interest. The central editorial section—and the food and equipment section farther back—are planned to give well-balanced coverage of the main departmental fields: building, furnishings, food, gardening, family life.

Headlines were made more pointed and eye-catching, often with a light touch. "Ten Ways to Break Your Back" packs a lot more punch with

its reverse twist than just "How to Simplify Household Chores." "A Guide to God's Country" fires your imagination, where "A Trip to the Pacific Northwest" has a flat, train-schedule feeling to it. And the whimsy of "Why Kids Behave Like Little Children" makes you want to read what it's all about.

The reader's first contact with a magazine is, of course, its cover. Here, again, special attention was given to subject matter, as well as attractiveness. To make a good cover, a good picture isn't enough. It must have impact, and tell the reader what kind of magazine to expect.

A tasteful (not plush) interior, with kids eating popcorn by the fireplace. A cool-looking, mouth-watering, easy-to-prepare summer meal. A family that just stepped out of the car—"Pa, let's stop and look at that mountain!" These aren't just good shots. They also give the reader a preview of what he'll find inside—a guide for better family living.

Blurbs featuring the main stories in the issue serve the same purpose. They never cater to sensationalism, to catching the reader's eye no-matter-how. And that's why *Household's* September cover was such a notable exception in the magazine field. Dr. Kinsey's findings on the American female were studiously ignored.

AFTER studying the audience and setting down the main point of its editorial program, the editor was faced with the task of getting the staff to work together. A magazine is like a mosaic. It makes sense only when its elements are well integrated.

Crossley has that certain "something" which gets people to team up and work together. The first time he asks you what you think of an article, you feel he's being nice to you. You know, the "everybody's-really-important-here" technique. Then you wonder. Finally it sinks in. He's actually listening. When you disagree with him, he'll give reasons for his point of view—but if yours are better he won't let false prestige hinder doing the best job.

That's an editorial trait that has paid off handsomely in teamwork. Old-timers like Glenn Cooper, art director, Kathleen Ashton, production editor, Gretchen Harshbarger, gardening editor, and Ida Migliario, dean of food editors, have readily joined with such relative newcomers as Pat Kolings, home furnishings editor, art editor Bob Lofgren, and Theodore Kimble, another *Better Homes and Gardens* graduate, whom Crossley brought in as managing editor.

With circulation on the climb and

reader response strongly in favor of the "new" *Household*, Capper Publications executives turned their attention to *Capper's Farmer*. Crossley was appointed editorial director of it as well in December, 1952. Born on a farm; he had majored in agricultural journalism at Iowa State, and his *Denison Review* had twice won the "Service to Agriculture" cup awarded by the Iowa State chapter of Sigma Delta Chi.

The second "remodeling" was soon on its way. On the basis of research findings, the editorial program was vitalized, the format brought up to date, the staff expanded. Again, the results were stronger service content and heightened reader interest.

These editorial achievements are all the more striking when you consider that the problems presented by the two magazines were exactly opposite.

Household had been directed primarily to women; the job was to inject strong masculine interest and to make it into a well-rounded home service book. On the other hand, *Capper's Farmer* was a good, solid magazine for farmers. It had high man readership, but needed expanding in its "country life" section and a boosting in feminine interest. That this dual job got so well under way in such a short time is a good indication of the soundness of Crossley's editorial philosophy.

"Magazine work," he says, "begins and ends with people. I like to think of people as a pyramid. Slice it off near the top and you get just a handful—the extreme problems. Go down a way toward the base and you get the great army with beginning problems. You can help these, not the others."

would not be so important. In that case, keeping press informed fully and furnishing human interest pieces about squad members, for features, could be most important..."

Most of the sports editors, always on the lookout for good column material, want the "unusual." Here is the reply of Chuck Smith, of the *Pittsburgh Press*, on this aspect:

"The channeling of news is, of course, the fundamental reason for athletic public relations.

"But, in my opinion, the public relations man can make himself most valuable by supplying leads for feature stories and columns—material which is not only for the most part far more readable than straight news, but is not available to anyone not directly connected with the school.

"In brief, a good 'idea' man is worth his weight in gold to both his school and the newspapers."

Sports Editors Value Simpler Virtues in College Publicists

(Continued from page 9)

all the fairness at his command. It just wasn't efficient. The sports editors spoke up emphatically on this point.

R. G. Lynch, *Milwaukee Journal*: "The most important function... is to supply the press with information it wants. To much junk is propagated by P.A.s..."

He went on to tell of one large university sports publicist who sends his paper five copies of each release to five different reporters.

"Silly, isn't it?" he continued. "And most of the stuff goes right into the waste basket..."

John Mooney, *Salt Lake City Tribune*: "Most important job is to present facts in an interesting manner, which will 'sell' the sports editors. Too many coaches are more interested in getting 'bear stories' in print than in getting publicity which will help till the stadium.... Lastly, we are all too cynical and analytical. Babe Ruth, Grange, Gerhig, etc., were developed by favorable press, not by pointing out their weaknesses. T-V may force us all to go back to the rah-rah type of writing, which leads fans to believe their heroes are more than ordinary men, which we all want to believe..."

Brad Willson, *Columbus Dispatch*: "To keep sports editors reminded of coming athletic events involving their colleges; help him with coverage where it is not possible to assign a staffer; dig up feature ideas on sports

personalities on your campus, and, in general, try to act as an unofficial 'beat' man on the campus..."

One of Taylor's four points was: "...To get mimeographed stories out and in the mail early. I judge that at least 50 per cent of this material reaches us too late for publication prior to the event with which it deals. Uncle Sam isn't so fast with the mail these days..."

Another of Lynch's comments was: "...I think a P.A. should send one type of material to papers in the immediate area and much less to more distant papers..."

PRESS box operations came in for a lot of attention by the sports editors. Ernest Mehl, *Kansas City Star*, gave this department almost his full attention:

"Complete and accurate statistics and the operation of an efficient press box restricted to those who belong there."

Stockton showed how the situation varies:

"Most important function of college sports publicists would vary with circumstances and locale. Where many papers cover, requiring press box space, that would be the most important, to see that press gets good working conditions, up-to-split-second information as game progresses, with quick statistics after game.

"However, at smaller colleges, this

RODGER PIPPEN, *Baltimore News Post*, gave this uncensored opinion:

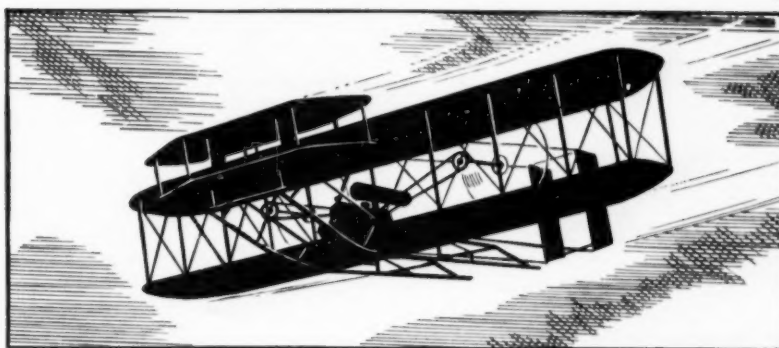
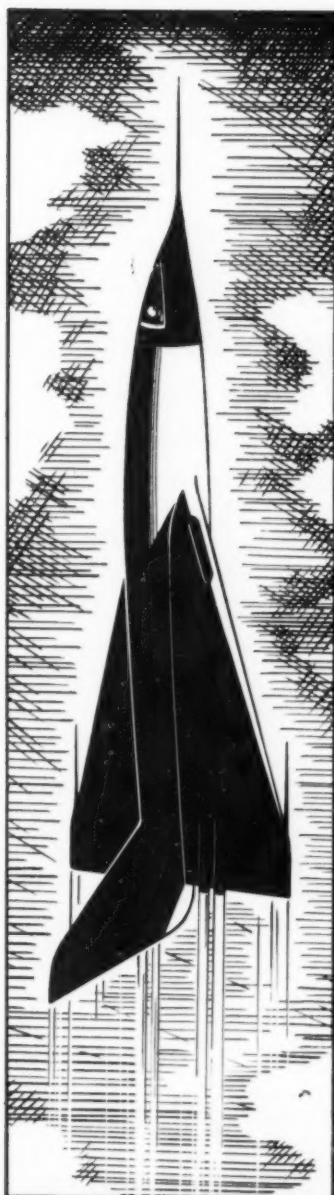
"To be on the job and send out a story every day. All too many press agents are lazy. It is also important to know news when you see it. Keep looking for interesting angles."

Paul Zimmerman of the *Los Angeles Times* says that most "press agent" material hits the wastebasket because it fails in this objective: "...From the news point of view the publicity man can best supply the press by giving good, intimate personality material on coaches and players. He can score with lots of short items of twenty-five or fifty words that go as 'fillers' in the papers..."

Efficiency is a matter of the sports publicist knowing his product, his public, and his mediums. Sports editors gripe and gripe and gripe about the "blasted, stupid" stories, about late mailings, about unusable photographs. And some of us continue to make the same blasted, stupid mistakes.

Colleges can't afford to pay hard-got money for such inefficiency. Sports editors will not use that material. And, if occasionally they do use some of it out of the goodness of hearts and against their better judgment, the public won't read it.

Let this article not be taken as a slam against the great bulk of the athletic public relations men who try daily and faithfully to abide by the tenets of honesty, accuracy, fairness and efficiency. There are more of these guys than both sports editors and public think. But it doesn't hurt any of us to peel back the veneer once in a while and see if our efforts stack up to certain minimum standards.


50
years of "miracles"...


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SITUATION WANTED

Young (24) but experienced. B.J. from Mo. U. ('50) and 4 times an editor-manager (college weekly, Missouri weekly and daily, Army weekly). Member SDX. Married, ready to settle. Have car. No drinking. Desire editorship on small daily or big weekly in Midwest. Performance will justify good salary or percentage deal. Hurry: have two good offers already and still in Army. Available Oct. 1. Box 1052, The Quill.

Young man desires to switch from advertising to news reporting. Prefer large or medium paper, any location. Extensive political, labor experience. Minnesota journ. grad., Missouri undergrad. Have reported free lance. Will furnish details. Box 1051, The Quill.

Young reporter (32) SDX with extensive political, labor background desires switch from advertising to news reporting. Large or medium paper, any spot. Minnesota Journ. grad. Missouri undergrad. Will sacrifice for an opportunity. Get complete story. Inquire Box 1053, The Quill.

Publicity-Public Relations Man, seven years with 4A agency, desires new employment in Midwest. Has planned and executed national campaigns. Special knowledge travel-outdoor field. Married. 33. SDX. Newspaper experience. Excellent educational qualifications. Top references. Box 1054, The Quill.

Editorial page, Sunday department or comparable spot wanted by experienced editor who has proven creative ability. Prefer South or Southwest. Sag Kash, Cynthia, Kentucky.

HELP WANTED

MAN-AND-WIFE TEAM with zest for accomplishment. Aggressive younger couple, with competence born of education and some experience, can help develop community weekly in San Francisco Bay area—sales-minded man as advertising manager and nose-for-news wife as editor. Livable starting salary with minority interest. Tell us about yourselves. Box 1055, The Quill.

Man wanted in the East. I am seeking a combination news-advertising man to be my assistant. We publish a weekly newspaper (ABC) and a semi-monthly trade magazine. Must be experienced in advertising and news with emphasis on advertising. Man should be draft proof, preferably married, ambitious and one who likes people. Box 1056, The Quill.

In need of young general assignment reporter with from two to five years experience; preferably on a small town daily. Or a man with small town copy desk experience in same experience bracket. Middle West daily. Box 1057, The Quill.

ALASKAN DAILY needs an

experienced newspaperman to handle over-all operations of a daily newspaper as general manager and editor. Must know all departments and have good habits. Will pay well for man of experience. Good future. Growing territory. Box 1058, The Quill.

The Book Beat

By DICK FITZPATRICK

A KNOWLEDGE of social research techniques will pay off for the journalist. More and more news is based on reports and studies which utilized methods of sampling and surveying.

If the newsman does not understand the fundamentals, he must rely on the release without any knowledge by which he evaluates it. No one expects the newsman to be an expert in social research but some background reading would fortify him in more aspects of his job and make some of the material that he comes across more interesting and understandable.

An additional reason for the acquisition of this knowledge by newsmen is that research is becoming more important in the profession of journalism. More and more, social research methods, also known as communications research, are being applied to mediums and people.

The good communications researcher can write his results so that most anyone can understand them. However, these are not all good so it would seem wise to come part of the way to meet them.

Among the books to be recommended for backgrounding in this field is the new enlarged edition of "Reader in Public Opinion and Communication" (The Free Press, Glencoe, Illinois, \$5.50.) edited by Bernard Berelson of the Ford Foundation and Morris Janowitz of the sociology department at the University of Michigan.

When the book was published in 1950, THE QUILL carried a laudatory review. What the enlarged edition does is to add a tenth section to the book on methods in public opinion research. The ten articles making up the section (it totals 106 pages) are available separately in a "Supplement to Reader in Public Opinion and Communication" for \$1.50. The supplement includes the bibliography for the entire book. The bibliography was not revised and consequently only goes up to 1950. A few minor changes in it would have been helpful.

The ten articles in the supplement, all by well-known scholars in the field, cover how surveys are made, use of panels in social research, study design, mass-observation, bias in opinion research, area sampling, detailed interviews, interpretation of survey findings, the effect of polling on public opinion and the highlights

of the Social Science Research Council's report on errors in the pre-election polls of 1948.

This separate pamphlet is the greatest bargain on the market today for a quick look at opinion and communication research.

The other nine sections in the book deal with theory of public opinion, formation of public opinion, impact of public opinion upon public policy, theory of communication, structure and control of communication mediums, communication content, communication audiences, communication effects, and public opinion and communication as they relate to democratic objectives.

The working newsman can profit from the politically-oriented discussion of opinion and communication that can be found in the "Reader," or if he can only spend time for a quickie, the "Supplement" can give him some idea about social research.

How About Us, Professor?

(Continued from page 11)

down respectable salaries for such stuff as "There must be funny business afoot in Purchasing, because we saw Abigail K. and Fred S. emerge from the cloakroom in a somewhat disheveled condition. Ha! Ha!"

Employers are lavish with gratitude for what they consider major improvements in a house organ, but what actually are applications of methods taught in first-year journalism courses. I know one house organ editor who got a raise for suggesting that headlines can be set in several type sizes, and that some stories can carry two-column 10-point leads.

Many house publications run along in a rut because employers assign them as part-time work for secretaries who spend too much time in the coffee shop. Company executives often think a poor publication is better than none, but unconsciously admit their faulty reasoning when they mail the missive to employees' homes, instead of providing convenient giveaway boxes.

One of the most appealing aspects of work in this field is the ever-changing pace.

A major interest of the Washington

Motorist is pedestrian safety. In this connection, I recently spent twenty minutes agreeing with a female caller that her idea of painting a white line down the center of Seattle sidewalks is basically sound, and that it would undoubtedly reduce the number of pedestrian-pedestrian collisions.

We get scores of calls from tipsy characters who have us confused with Alcoholics Anonymous, probably because we are listed under AAA in the phone book. We answer many a tearful plea to "Please go down to Joe's Tavern and tell my no-good husband to get the hell home."

A reporter from an out-of-town paper recently said to me, "I don't see how you stomach public relations work—especially publications stuff. All those edicts from non-professionals would drive me nuts." I doubt that he could sit anywhere in his own city room without squashing an edict.

CERTAINLY our organization has definite policies. But even if my boss weren't going to read this, I'd admit that I have yet to discover a policy with which I disagree. And that's another important point. If you don't like the firm, you are wasting your time trying to promote its product—no matter how much it pays you.

Unlike those unfortunates who are graduated from college into a daily battle with obits or vitals, we house publication people are not being forced into a mold. We write what we think the reader wants to read, and we write it the way he'll best understand it.

When we follow the rules, it's because we think that's the most effective treatment. If we break the rules, it's usually deliberate.

Our staff consists of an editor, an associate editor, and a secretary. None of us has been out of college more than five years. Yet, we are expressing our individuality in a manner that would be impossible on a metropolitan daily. We are printing features no big paper would print because they simply are not news. But, by golly, they are entertaining and our readers eat 'em up.

Above all, we are building respect for our publication. Our readers look to us for the answer to their motoring and vacation problems. We have planted several controversial articles to measure reader response, and it has been terrific.

We know our publication will win no national awards, and we know the academicians could pick us to pieces. But we're doing pretty much as we please, and we have the best-behaved ulcers in the business!



From where I sit by Joe Marsh

Sheriff's "Push" Pulls a Vote

Was talking with our newly elected Sheriff Williams just the other day. He told me one about a fellow who stopped by his place late one night just before election.

"Heard a knock at the door," he said. "Fellow I never saw before. Told me his car went dead down the road and would I give him a shove. My boy, Flip, and I went out to his car with him. We're all set to push when he steps on the starter and the motor turns over."

"Well, Flip and I just stood there when the fellow leans out the window and says, 'Just wanted to make sure you're the right man to vote for.'"

From where I sit, the fellow who's quick to lend a hand makes any community a better one. But you don't have to run for office to prove you're a good neighbor. One way I know is just to have a little regard for the other fellow. Whether your neighbor likes beer or buttermilk, don't try to push him to your choice. Just give him your "vote of confidence."

Joe Marsh

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This iron horse
is taking \$17,127 a year
out of somebody's pocket!



LAST year there were 14,013 steam locomotives left in service on our nation's railroads.

They handled only one-third of the freight traffic and less than one-quarter of the passenger and switching service. Yet, cost for fuel and maintenance alone was \$438,739,552.

Diesel locomotives performed the bulk of the service—and could have handled the work done by

steam engines with an expenditure for fuel and maintenance of only \$198,744,518.

That's a yearly saving of \$239,995,034—or over 50% in fuel and maintenance costs alone. It figures to an average of \$17,127 for each steam locomotive — dollars that may be coming out of *your* pocket.

And this does not take into consideration tremendous additional

savings in enginehouse expense, coal haulage, cinder removal, fuel and water station upkeep and track maintenance which complete dieselization will bring. Or further improvements in railroad service through faster, more dependable Diesel operation.

**COMPLETE DIESELIZATION
WILL SAVE RAILROADS MILLIONS**

For further details, write for booklet, "Safeguarding Railroad Earnings."

Source of all figures: I.C.C. Reports

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THE QUILL for November, 1953

QUILL

Sigma Delta Chi NEWS

Here's How SDX Convention Shapes Up

By JOE OPPENHEIMER



At the Oct. 5 unveiling of a Sigma Delta Chi plaque honoring Ernie Pyle at Indiana university are, left to right, University President Herman B. Wells, Mrs. Mary Bales of Dana, Ind.; and Gen. Omar Bradley, who spoke at the ceremony.

Ike, Gen. Bradley, Capt. Butcher Take Part in Pyle Ceremony

With President Eisenhower, Gen. Omar Bradley (ret.), and Capt. Harry C. Butcher among those participating, Sigma Delta Chi on Oct. 5 dedicated its ninth bronze plaque marking a historic journalistic site.

The ceremony was held at Indiana University, Bloomington, in memory of Ernie Pyle, war correspondent killed by a Japanese sniper on Ie Shima in 1945.

Lee Hills, fraternity president, spoke briefly. Other participants included Mrs. Mary Bales, of Dana, Ind., the "Aunt Mary" about whom Pyle wrote in his columns; Gilmore Reid, Indianapolis, a figure in Pyle's "Brave Men," who unveiled the plaque; and Herman B. Wells, president of the university, who accepted the bronze tablet.

Pyle attended Indiana University more than 30 years ago and received an honorary degree there in 1944.

In a transcribed message for the event, President Eisenhower termed Pyle's name "a symbol of integrity in his profession, and—for all citizens—a living testimony to patriotism."

As the "G.I. General" of Pyle's columns and the chief speaker at the Bloomington ceremony, General Bradley asserted that the world today needs Pyle as greatly as it did during World War II.

"If he were here," said the general, "he would still be worrying about our

(Turn to page II)

A Word to the Wives About St. Louis

By CLARISSA START DAVIDSON

You don't want to be the girl he left behind him. On the other hand, you take a dim view of languishing in a hotel room or trail-along, fifth wheel fashion, while he's in eager conversation on some of those fascinating-to-men, ho-hum-to-women subjects at the Sigma Delta Chi convention.

Fortunately, you won't have to be resigned to either fate in St. Louis. Wheth-

(Turn to page II)

Fee? It's \$20

Registration for the 34th Sigma Delta Chi convention in St. Louis, Nov. 11-14 will cost \$20. This will include the opening reception, three dinners, three luncheons, and a trip to Meramec Caverns. A separate fee will be charged for wives.

Presidential Press Secretary James Hagerty, Sportscaster Bill Stern and a panel of five nationally-syndicated columnists highlight the speakers list for the 34th convention of Sigma Delta Chi in St. Louis, Mo., Nov. 11-14.

In addition, three panel discussions by working newsmen, editors, public relations men, and government officials are on the agenda.

Nearly complete plans announced by Convention Chairman Al Dopking call for a mixer reception sponsored by the railroads serving the area to start the sessions on Wednesday, Nov. 11. The executive council will meet earlier in the day. Members arriving before the reception have been invited to tour the city's newspapers and radio and television stations.

The convention will be officially opened at 9:15 a. m. Thursday by President Lee Hills, followed by a roll call of delegates, the keynote address by Irving Dilliard, editor of the St. Louis *Post-Dispatch* and a past national president, and the first of three panels.

The open forum on "Public Relations—Helping or Hurting the Public?" will feature Bill Depperman, director of public relations for Olin Industries, East Alton, Ill.; Marx Cox, public relations and advertising executive for Wilson & Co.; Ralph Eide, city editor of the *Kansas City Star*, and Al Fleishman, St. Louis public relations executive.

A panel on "Small Papers—Last Stronghold of Grass Roots Journalism?" is scheduled Thursday afternoon. Dr. H. R. Long, head of the department of Journalism at Southern Illinois University, and Bill Zevely, editor of *The Unterrified Democrat* in Linn, Mo., have agreed to participate.

Missouri Attorney General John M. Dalton and three working newsmen will follow with a discussion of "Freedom of Information—What Does It Mean?" The newsmen will be Brewster Campbell of the *Detroit Free Press*; Jim Bormann, news director of Radio Station WCCO, Minneapolis; and V. M. (Red) Newton Jr., of the *Tampa (Fla.) Morning Tribune*, chairman of the Sigma Delta Chi Committee for the Advancement of Freedom of Information.

Hagerty, President Eisenhower's press aide and formerly a political writer for the *New York Times*, will speak Thursday night at a dinner sponsored by the St. Louis *Globe-Democrat*. The Hogate and Beckman awards will be presented at the banquet.

Business sessions Friday will be devoted to activities of undergraduate and professional chapters.

(Turn to page IV)

A Word to the Wives

(Continued from page 1)

er you're a steel-soled sightseer, culturally inclined, or strictly Dior butterfly in nature, there are a number of ways in which you can while away the hours during convention days.

St. Louis makes no claim to being the Riviera of the Mississippi or the kind of city in which you see everyone you know by standing on a given street corner for 20 minutes. In November you won't be standing on any street corners anyway. (Note: Bring woolies.) But it is a city of dignity, charm—we natives think—background, and substance.

Perhaps you'd like to see the city in the most painless possible way, by taking a conducted tour. The Gray Line has them daily leaving the Jefferson Hotel, (southwest corner of 12th and Locust streets) at 9:40 a.m. for the two hour \$2 tour, and 12:55 p.m. for the three and one-half hour \$2.50 grand tour. The latter includes a quick trip past the Memorial Plaza, the federal and municipal buildings, the downtown shopping and business district, to the historical section of the city and down to the levee for a view of the Mississippi. Old Man River may give you a cold, gray glance in November, we admit, but it's still impressive.

Next, the tour turns south to the home and birthplace of Eugene Field, the poet, a much revered spot in these parts, then moves along to the foreign section, South St. Louis, and the Anheuser-Busch Brewery. In the old days of rubberneck wagons, it's told, the announcer always bawled, "We are now passing the world's largest brewery," and a backseat wag always asked, "Why are we passing it?" You don't; you stop and go through on a side tour (with samples).

Heading west, the tour takes in Shaw's Garden, one of the world's largest horticultural collections, patterned after Kew Gardens in London and really something to report to the garden club back home. You go on to Forest Park, 1,400 acres and beautiful at any time of the year. Here you see the art museum, zoo, and historical collections at Jefferson Memorial. On your way back downtown you'll go past Washington University, handsome residential areas, cathedrals, churches, and temples.

Where else could you acquire such a vast source of conversational material? And it's practically bunion-free.

Maybe you're the lone wolf type or prefer to go out, just a couple of us wolf girls together, instead of en masse in bus. You can, of course, adapt any parts of the tour outlined to suit your own tastes. If you like to "feel the centuries tearing at you," as D. Parker put it, the riverfront with its Church of Saint Louis of France, otherwise known as The Old Cathedral, and the Eugene Field house might be your choice. Just one block away from the Jefferson Hotel is another landmark, The Campbell House, surviving mansion of famous Lucas Place, with the original furnishings of the 1850s, for those who respect the luster of brocade and the patina of fine wood. There are tours through the house daily.

Perhaps history and Heppelwhite arouse in you only a reaction of "Annhh." A circular staircase may mean nothing to you compared to a department store escalator.

Pyle Ceremony

(Continued from page 1)

soldiers, sailors, and airmen; still be sensing the tragedy of war; still be carrying more than his share of the frontline anguish, of loneliness, of destruction, and of death.

"Much of this is still with us in the world today, and it still must be seen—written about—and remembered if we are ever to eliminate it."

At a luncheon preceding the dedication ceremony, Richard Madden welcomed the guests on behalf of the Indiana Chapter of Sigma Delta Chi, of which he is president.

The Historic Sites program was arranged by a national committee headed by Sol Taischoff, publisher of *Broadcasting-Telecasting*, and carried into effect by a local committee headed by John E. Stempel, chairman of the Department of Journalism at Indiana University. Other members of the local committee included S. G. (Chris) Savage, Earl Hoff, E. G. Sulzer, W. Stewart White, Paul L. Feltus, Bruce Temple, and Madden.

In downtown St. Louis, near your hotel, you can shop until you drop. St. Louis is a fashion manufacturing center, especially for the fortune-favored junior sizes, and it's not a bad place to be in that enviable situation, bare but financially solvent. Walk down Locust, or on either of the streets paralleling it, Olive or Washington, and you'll find the three big department stores, Scruggs-Vandervoort-Barney (9th and Locust), Famous-Barr (7th and Locust), and Stix, Baer, and Fuller (7th and Washington). In between, on all the cross streets, 10th through 6th, you'll find specialty shops of endless variety.

A little more exclusive (and expensive) are the shops on The Avenue—Maryland Avenue near the Chase and Park Plaza Hotels on Kingshighway opposite the park. A Lindell-Maryland bus (west on Locust from downtown) will take you there.

If you're an antiquer, there's a shopping district for that, too, at 4200-4500 Olive street (any street car west on Olive), where you'll find furniture from Chippendale to chipped-in-transit.

Maybe you've had your education, have your clothes, and just want to be entertained. There's a legitimate theater, the American, just moved to new headquarters, 318 N. Grand; Grand is 3600 west and you take any of these Olive streetcars.

The excellent St. Louis Symphony will have a Friday afternoon and Saturday night concert the week of your visit, with Alexander Brailowsky, pianist, as guest artist.

For bon vivant stuff, there are restaurants (we don't have many but we have some good ones), bars and cocktail lounges too numerous to visit in any lost week-end, and night clubs including two headliner spots, the Chase Club at Hotel Chase and Club Continental at the Jefferson.

Besides these diverse diversissements, there'll be plenty of organized entertainment at the convention itself, and it might be more fun than the chimp show at the zoo just to stick around and watch. See the convention program story by Joe Oppenheimer elsewhere in this section for details.

Advisers Set Mark

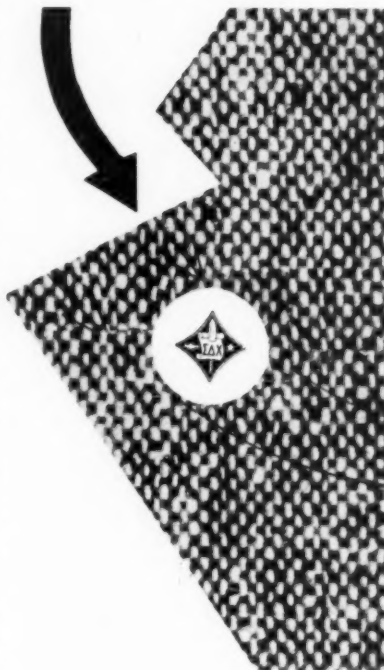
Attendance at the annual meeting of the Council of Undergraduate Chapter Advisers, held at East Lansing, Mich., in August during the annual AEJ convention, was the largest on record, Alvin E. Austin, Vice President for Undergraduate Chapter Affairs, reports.

The concern of some journalism educators at the convention about a decline in J-school enrollments, was discussed, the advisers saw no indication of a manpower shortage in Sigma Delta Chi chapters and decided against suggested revision of the practice of pledging in the first semester of the sophomore year.

Changes to be made in the Advisers' Manual, scheduled for early completion, were discussed and advisers with any last minute suggestions were urged to forward them to Prof. John T. Trebilcock, 119 Gregory Hall, Urbana, Ill.

The schedule of penalties for delinquent chapters, adopted by the Executive Council earlier in the year, was endorsed.

What the Well Dressed Sigma Delta Chi Is Wearing This Season



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It's ST. LOUIS for ME in '53!

How about YOU?

34th National Convention of

SIGMA DELTA CHI

Hotel Jefferson

November 11, 12, 13, 14

● **For the Ladies**—Fashion show luncheon in the nation's style center for women's shoes and junior-size clothing; Theta Sigma Phi luncheon; trips to points of interest around St. Louis. Free tickets to Symphony concert.

● **Instructive Panels**—For the **FIRST TIME** nationally-known experts will get together to hash out such controversial subjects as "Public Relations—Helping or Hurting Public?" "Small Papers—Last Stronghold of Grass Roots Journalism?" "Freedom of Information—What Does it Mean?"

● **Fun-Entertainment**—You won't want to miss a moonlight ride on the Mississippi, a visit to Jesse James hideout in the Ozarks, and four days of Missouri hospitality. Special events for the ladies.

● **Famous St. Louis Hotel**—Convention headquarters will be the 800-room Hotel Jefferson, conveniently located in downtown St. Louis. Send in your reservation now to R. D. Lewis, chairman Hotel Committee, Laclede Gas Company, Olive at Eleventh, St. Louis.

● **Close to Everywhere**—St. Louis is located in the heart of America—easy to get to by plane, train or automobile. We are within convenient driving distance of more than half of the SDX chapters. Get up a car load and plan to attend the greatest convention in the fraternity's history with your friends.

Top Ranking Speakers For You to Hear

●
James C. Hagerty, former member of the staff of the New York Times and now White House Press Secretary, will speak Thursday night.

●
Bill Stern, who will speak at the Sports Luncheon, is dean of American sports broadcasters.

●
A distinguished panel of nationally known columnists will speak Friday night. They are: Marquis Child, Roscoe Drummond, Stewart Alsop, and Thomas Stokes.

●
The banquet speaker to be announced will be a nationally recognized authority in his field.

●
Panel speakers include V. M. Newton, Managing Editor, Tampa Tribune; Attorney General John M. Dalton of Missouri, Dr. H. R. Long, Southern Illinois University and others.

"Meet Me in St. Louie Brother . . ."

Chapter Activities

CHICAGO, ILL.—Those who keep secrets on small details of the atomic energy program find it disconcerting to see big secrets "jump out from government officials," Dr.



progress in the atomic program."

Inglis and Dr. James G. Beckerley, foreground, of Washington, D. C., director of classification for the Atomic Energy Commission, spoke on a panel on "Atomic Secrecy—Too Much or Too Little?" Marvin Tonkin, background, president of the Chicago chapter, presided, and Carl Kesler, past national president of Sigma Delta Chi, was moderator.

TUSCALOOSA—Eddy Gilmore, veteran *Associated Press* correspondent from Selma, Ala., was initiated into the University of Alabama chapter of Sigma Delta Chi as a professional member on Sept. 28. C. E. (Ed) Bounds, headed the five-man initiation team. Bounds is head of the Journalism Department at the university. Other members of the initiating team included Col. Harry M. Ayers, publisher of the *Anniston Star*; Norman Bassett, executive editor of the *Tuscaloosa News*; John Luskin, journalism professor at the Capstone; and Ned Hildreth, Wilmette, Ill., president of the university chapter of Sigma Delta Chi. In 1946 Gilmore received the Sigma Delta Chi national award for foreign correspondence; in 1947 he won a Pulitzer Prize.

BROOKINGS—Ted Burges was elected president of the South Dakota chapter of Sigma Delta Chi, succeeding Lyn Gladstone, at a meeting Sept. 25. Oliver Freed was named vice president, Aubrey Sherwood treasurer, and George Phillips secretary.

HOUSTON—At a meeting in recognition of National Newspaper Week, Pat Daniels, president of the Texas Gulf Coast Chapter of Sigma Delta Chi, presented Bruce Underwood, director of the University of Houston Journalism School, a check for \$200 to launch a Sigma Delta Chi scholarship fund. The money was donated to Sigma Delta Chi by Houston's mayor, Roy Hofheinz.

SPOKANE—The Spokane Professional Chapter, in cooperation with Washington State College's Spokane Center, this fall started what it believes to be the first off-campus college level journalism curriculum in the nation. John VanDewerker, chapter president, said the curriculum would be taught by members of the chapter over a two-year period and that all courses would carry college credits. John R. Ulrich, chapter secretary and former journalism instructor at Washington State College, heads a coordinating committee for the sequence.

TAMPA—Miss Marjorie Simmons—Miss Tampa, Miss Florida, and an entry in the Miss America contest at Atlantic City, N. J.—was guest of honor at the first fall meeting of the Florida West Coast Professional Chapter on Sept. 2. The meeting was announced by a postcard carrying her picture. The chapter voted to go on record in favor of passage of a state act barring secret meeting of all public bodies and to seek the aid of other Florida chapters in support of the proposal. The freedom of information committee was given authority to take appropriate action when newspapers reported violations of freedom of information principles.



SHAPE Invites SDX

Lt. Col. Charles J. Arnold reports that members of Sigma Delta Chi who may be in Europe this winter and their families have been invited to visit SHAPE headquarters near Paris.

Members who plan to visit Paris can advise SHAPE officials by mail prior to arrival or by telephone after they are there. The mailing address: Public Information Division, Supreme Headquarters Allied Powers Europe, APO 55, c/o Postmaster, New York City.

Visiting Newsmen Welcome

The Florida West Coast Professional Chapter has invited newspapermen vacationing in Florida this winter to attend any meetings of the chapter which may be scheduled during the period of their stay. The chapter reports that newsmen in a position to address the group on Sigma Delta Chi activities, some phase of newspaper work, or on a subject of national or international interest will be especially welcome.

Most of the chapter meetings are held in Tampa. Detailed information about meeting dates and meeting sites can be obtained by communicating with the chapter president, Harold Ballew, managing editor of the *St. Petersburg Independent*.

Convention

(Continued from page 1)

Sportscaster Stern will appear at a luncheon sponsored by the St. Louis Cardinals, *The Sporting News* and Olin Industries, manufacturers of ammunition and hunting rifles.

The St. Louis *Post-Dispatch* dinner that evening is expected to feature a panel of five syndicated columnists—Marquis Childs, Thomas L. Stokes, Stewart Alsop, Roscoe Drummond and Doris Fleeson. Drummond is a former honorary national president of Sigma Delta Chi.

Officers will be elected, reports of convention committees heard and other business completed Saturday morning, Nov. 14, before delegates leave for an afternoon at Meramec Caverns, 80 miles southwest of the city.

The annual convention banquet is set for Saturday night with arrangements being made to bring a widely known public figure to the event.

Wives of delegates have not been forgotten. A special committee headed by Bruce Barrington, news director of radio station KXOK, has arranged a special breakfast for the ladies, Thursday, Nov. 12, at a local department store, followed by a fashion film and a tour of the store. That afternoon the St. Louis Fashion Creators and the city's apparel manufacturers will have open house and tours of the facilities.

Theta Sigma Phi is planning a tour of St. Louis historical points and a tea Friday afternoon. The tea is scheduled at the home of Mrs. Arthur H. Compton, wife of the Chancellor of Washington University.

In addition the wives are invited, on payment of a nominal fee, to attend the dinners sponsored by the two newspapers and the convention banquet. The cost of the latter is included in their registration fee as is admission to the railroad reception and the Meramec Caverns trip.

A special committee will arrange dates with coeds at colleges in St. Louis for the undergraduates.



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Standard Oil Company

(INDIANA)

world's Biggest daily

If someone asked you to name the world's largest daily newspaper and its circulation, could you answer real fast? That is, without having read the September 12th issue of **EDITOR & PUBLISHER**?

See? You have to stop to think.

If you were a regular E & P reader, you probably would have read the interesting piece that appeared in the September 12th issue. It was a story about **THE LONDON DAILY MIRROR**, a tabloid that reaches 4,500,000 people every day. You'd learn about its turbulent history and its formula for attracting so many fans (stay under the reader's skin).

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about the fascinating newspaper world. What's your favorite? Circulation, lineage, personnel, advertising, photography, news behind the news, mergers, conventions? It's all there, week after week, read by the thousands of newspaper and advertising men who would be lost without the news they get from E & P.

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